

## **REMARKS**

This Amendment After Final is in response to the Office action mailed March 16, 2010.

### **Status of the Claims**

Claims 48-54, 57, 58 and 69-73 are pending in the present application. Independent claims 48 and 58 are amended, and these amendments do not add any new matter.

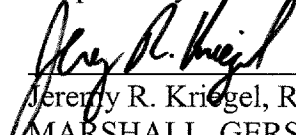
### **Response to Rejections**

Claims 48, 49, 51-53, 57, 58, 69-71 and 73 were rejected as allegedly anticipated by Ishigouoka et al., U.S. Patent No. 6,146,035. Claims 50, 54 and 72 were rejected as allegedly obvious from Ishigouoka et al. in view of Konishi et al., US 2002/0085870. The Office action indicated the Applicant's previous remarks were not persuasive, in part because the language recited in Applicant's claims was considered to read as intended use of the recited structure. Claims 48 and 58 are amended to include additional structural limitations to further differentiate the claims from Ishigouoka, alone or in combination with Konishi. Ishigouoka does not disclose a print head and a cutting mechanism, wherein when the print head is operated, the print head prints an image, the print head prints a first background for one label and a different, second background for a second label, with a region within which the first and second backgrounds meet to provide one of a blend between the first and second backgrounds and a boundary between the first and second backgrounds that is unclear; and the cutting mechanism provides a cut on either side of the region. Even if combined or modified according to Konishi, the resulting combination would not satisfy the language of Applicant's amended claims 48 or 58. It is therefore respectfully submitted that the claims are in condition for allowance, and the Examiner's favorable reconsideration is respectfully solicited.

It is believed that no fees are due in connection with the present Amendment. However, in the event any fees are due, kindly charge the cost thereof to our Deposit Account No. 13-2855.

Date: May 17, 2010

Respectfully submitted,

  
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